

## **EARTH by Pininfarina, the first tile system designed by Pininfarina in partnership with Casalgrande Padana**

*Craftsmanship and elegance blend with industry design to create an innovative and versatile collection with a unique style*

Turin, 28 September 2015 – At the CERSAIE, International Exhibition of Ceramic Tile and Bathroom Furnishings, **Casalgrande Padana** and **Pininfarina** will present **EARTH**, the **first tile collection designed by Pininfarina**.



A partnership of **two outstanding examples of Italy's excellence**: Casalgrande Padana, leading manufacturer of state of the art ceramic materials and **Pininfarina**, the world-renowned design house. Two companies that share values, such as the pursuit of quality and excellence, design and material innovation, and respect for the environment.

EARTH by Pininfarina is a unique collection with a distinctive character born out of the combination of Casalgrande Padana's know-how and Pininfarina design. The originality of this project lies in the **great versatility of the system**, which combines tiles, whose

refined and essential design conveys **luxury** and **charm**, with décors inspired by the **automotive world**.

The texture of the porcelain stoneware slabs is the result of the blend of three different materials (glass, leather, and fabric), which creates a **strong multisensory effect**. The result is **warm** and **cosy** to the eye, whereas, at a short distance, you can appreciate its **innovative texture** and **tactile three-dimensionality**. The vast colour palette and large formats allow for a creative use of these tiles in any environment.

The décors are inspired by the glorious Pininfarina car design tradition. They feature clean-cut and extremely elegant lines while the **finishes** and **special materials** – car body paint, fine wood, natural leather treated to be used as a coating material – make them even more unique.

The Pininfarina tile system can come with the Pininfarina logo on both the tiles and the décors, according to the specific requirements of the project, architect, or the customer's taste.

Its great versatility makes the EARTH collection by Pininfarina perfect for any use, ranging from private villas to luxury hotels. EARTH provides interior designers and architects with the ideal tool for creating simple and elegant or dynamic and highly sensory environments.



Earth by Pininfarina is available in the following two versions: Bios Antibacterial HYDROTECT®, with certified antibacterial properties, and Bios Self-Cleaning®, with high self-cleaning and pollution abatement performance.

As with all Casalgrande Padana products, this collection stands out for its **eco-compatibility**.

*“At Casalgrande Padana, we have always manufactured state of the art ceramic materials with a perfect balance between natural resource protection, environment protection, advanced technology, economic growth, and social responsibility”, says Casalgrande Padana’s sales director, **Mauro Manfredini**. “We wanted to join two outstanding examples of Italy’s excellence, namely Casalgrande Padana and a leading name in Italian industrial design. Our encounter with Pininfarina was particularly stimulating from a creative point of view. We have worked hard on this collection, focusing on innovation, both in terms of technology and form.*

*The result is a range of products with a unique design, which sets itself apart from the various imitations of natural materials available on the market.”*

*“Working with Casalgrande Padana has allowed us to make full use of all our competencies, from industrial design to architecture, placing a high value on the know-how and materials acquired in the automotive industry”, says **Paolo Pininfarina**, President of the Pininfarina Group. “Earth by Pininfarina is a collection with a unique style, which combines craftsmanship with the most advanced manufacturing techniques to provide versatile and sophisticated solutions for any environment.”*

You can take a look at some of the applications of the Earth collection with Pininfarina design furnishes on display at the Casalgrande Padana stand (Pad 16 stand b22 c21). Examples include the **Snaidero Idea40** kitchen, **Calligaris Orbital** table, **Calligaris Alyon** sofa, and **Reflex Vela** chair.